THE IVY NETWORK CORPORATION
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JOHN S. SEAKWOOD
CHAIRMAN OF THE BOARD

7 Columbus Circle
Eastchester, New York 10709
4 August 1969

Mr. Ed Ohlbaum
138 Broad Avenue
Leonia, New Jersey

Dear Ed:

I have spent some time going over your letter of 23 July in which you outlined your ideas for an intercollegiate radio news network. As I told you on the phone, the Network may be instituting something similar to what you propsed in the near future. I plan to invite all of the News Directors from the various Network stations to the Fall meeting of the Board of Directors so that they can have a meeting of their own to discuss cooperation amongst news departments in reprting campus news of general interest. But, of course, such a news network as they might establish would include only Ivy Network stations and would be of an informal nature, in all probability. Inclusion of stations outside of Ivy and/or having regularly scheduled news broadcasts from a central station would be premature at this time, I believe.

In the first place, there is just not enough regular events on a campus that hold interest for students at another school to warrant a daily program. It is my opinion (as well as that of others who, like yourself, have contemplated such organizations), that it would be better to have an informal, flexible type of association by which Network stations might receive stories and presentations via telephone from the school at which an event of particular interest is taking place. If it is a speaker, for example, the News Director of the host station might contact other Network News Departments in advance so that arrangements can be made to broadcast the event as it occurs. If the story is a spontaneous and unscheduled one (e.g. a riot), the News Director might have a ten or fifteen minute tape prepared for release to other stations. In any event, only newsworthy stories would be broadcast.

In practical terms alone, the idea of a structured news network is unfeasible. I have been advised by a colleague from Boston University (please note: as of the April meeting, BU is officially part of the Network) that his station was about to attempt a program similar to the one you are now propsing when, they found that the line costs for such an operation were, without exaggeration, enormous. I am sure that if you investigated

this matter with the telephone company, you would find that your plans are beyond your means.

Furthermore, and of utmost importance to the Ivy Network at this time, you indicated that "if sufficient interest is shown by September 15th, we plan to initiate the network." As I understand it, of the dozen or so stations that you contacted, only ~~XX~~ WKCR belongs to the Ivy Network. In other words, your intended news network would be in addition to and in conflict with your affiliation with Ivy. I say "in conflict with" for several reasons;the most important being that it is at this time that the management of Ivy is trying to bring the Network together in more than just financial ways. We are planning programming exchanges (the most significant of which is the 1970 Election Coverage)to begin as soon as they can be initiated. What is essential at this time is that we get the fullest cooperation possible from each of the member stations. Therefore, I am urging you to postpone any plans that you have for a news network, come with your News Director to the Fall meeting (to be held, most likely, in Williamstown, Mass., in the very beginning of October), and work your ideas through the Ivy Network rather than working outside of it.

If you wish to contact me further about this, I can be reached at the above address through the first week in September. From 5 September on, address any correspondence to me at Bryant House, Williams College, Williamstown, Mass. 01267.

Thank you for your suggestions - I look forward to seeing you in October.

Sincerely,

John S. Seakwood

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